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WOMAN TO WATCH:

Alex Kubacak

VENUE SPOTLIGHT:

Sewell BMW of the
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▶▶ publishers note

"Don't get so busy making a living that you forget to make a life."
- Dolly Parton

In the hustle and bustle of our careers, it's easy to lose sight of what truly matters in life. Dolly Parton's poignant words remind us all: "Don't get so busy making a living that you forget to make a life." These words resonate deeply, especially in times when we are faced with the profound loss of loved ones.

In May, I lost my father, who was not only dedicated to his work but also cherished as a loving father and friend by many. His passing serves as a stark reminder of how fleeting time can be and the profound importance of treasuring every moment with those we hold dear.

As real estate professionals, we often find ourselves consumed by the demands of the job—meeting clients, closing deals, and navigating the intricacies of the market. Yet, amidst the whirlwind of transactions and appointments, it is crucial to pause and reflect on what truly brings meaning to our lives: the relationships we build, the memories we create, and the impact we have on others.

My dad understood this balance well. He approached every job he had with dedication and passion, but he also knew the value of family, friendships, and personal fulfillment. His legacy reminds us that success in your career, and in life, is not just about numbers and achievements, but about the way we touch the lives of those around us.

In embracing this balance, we cultivate a life where professional success harmonizes with personal fulfillment. Let us cherish each moment with loved ones, prioritize self-care, and greet each day with gratitude and purpose.

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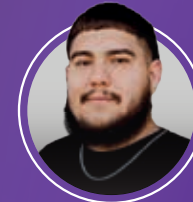


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When it comes to luxury automotive experiences in the heart of West Texas, Sewell BMW of the Permian Basin stands out as a beacon of sophistication and service. As a proud member of the Sewell Family of Companies, Sewell BMW has been serving the community since 2017, upholding a legacy of excellence that stretches back over a century.

Under the guidance of General Manager Luis Robles, Sewell BMW has become more than just a dealership; it's a destination for those seeking not only the finest in automotive engineering but also unparalleled hospitality and service. Luis, a passionate advocate for hospitality, service and leadership, took the reins in March 2020, infusing the dealership with a fresh energy and a renewed commitment to community impact.

Originally from Mexico, Luis has been in Midland for 13 years. "I'm passionate about hospitality and serving others," he comments. "Our goal is to become better leaders in the community and make a positive impact with our team, guests and community."

Luis also has some exciting news to announce. "We are going to have a new major campus of over 25 acres in the next couple of years. Our grand opening is scheduled for 2026. This new facility is going to elevate the level of experience." Expect nothing but the best from this state-of-the-art development, which will be breaking ground this summer. It will elevate the luxury automotive experience in West Texas to unprecedented levels.

CATERING TO REAL PRODUCERS

One notable event that exemplifies Sewell BMW's dedication to both luxury and community is the awards ceremony hosted on February 15,

► venue spotlight

By Elizabeth McCabe
Photos by The Stones Photo + Film





“
BMW IS A BRAND
THAT DELIVERS JOY
IN DRIVING.”
”



2024, honoring the top performers of the Midland Permian Basin. Against the backdrop of sleek BMW vehicles, attendees enjoyed an evening of celebration, complete with catering, music, and an open bar. It's just one example of how Sewell BMW transforms its showroom into a venue for memorable experiences.

ENDLESS OPTIONS
But Sewell BMW's commitment to excellence extends far beyond special events. With a wide selection of vehicles, including new BMW models, certified pre-owned options, electric vehicles, and high-end luxury brands, the dealership caters to every type of discerning driver. Whether you're in the market for the latest BMW release or a meticulously maintained

pre-owned vehicle, Sewell BMW offers a seamless shopping experience backed by a highly specialized service team.

Part of what sets BMW apart, according to Luis, is the brand's dedication to delivering joy in every aspect of the driving experience. From cutting-edge technology to meticulous design, BMW vehicles are engineered to delight at every turn. Sewell BMW ensures that

this joy extends beyond the initial purchase with comprehensive service offerings, including loaner vehicles, pick-up and delivery, roadside assistance, and complimentary car washes.

"I'm excited about all the latest models that we have," says Luis. New products will be arriving soon and Luis and his staff couldn't be more excited about that. "BMW is a brand

that delivers joy in driving," says Luis. "They have the highest quality as well as the latest technology." Not to mention their attention to detail, especially when it comes to design.

GO FOR A TEST DRIVE
In the words of Luis, "It's worth it and rewarding to own a BMW." At Sewell BMW of the Permian Basin, that reward comes not only from the unparalleled

quality of the vehicles but also from the exceptional service and hospitality that define the Sewell experience.

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► woman to watch

By Beth McCabe
Photos by The Stones Photo & Film

From Retail to Realty

“I became a REALTOR® because it was my next goal to accomplish on my career path,” says Alex Kubacak with SuJo McKee Real Estate. A self-described proud perfectionist and a “lover of laughter and absolute chaos,” Alex can do anything she puts her mind to.

“Before real estate found me, I had 13+ years of retail management and merchandising with Macy’s Inc & lululemon athletica,” she explains. That experience made Alex the savvy negotiator that she is today. She also learned leaps and bounds from real estate icon Victoria Printz.

“I was raised by Victoria in real estate.” She started working for her in 2016. “I was lucky enough to experience all channels of a successful REALTOR®.” Starting as an administrative assistant with zero real estate knowledge, Alex learned the importance of how the little things and attention to detail make such an impact on her personal business. “I then stepped into the role of marketing director where I learned the ins and outs of making a footprint on marketing style. Finally, I shifted to a broker’s assistant/transaction coordinator role where I actively learned how to provide an exceptional real estate service at a high-volume level.”

In October 2021, Alex got her license and has closed close to \$10 million in properties. Best of all, she absolutely loves what she does. “Real estate is hard, but the best kind of hard,” she says. “There are going to be the highest of highs and the lowest of lows and that’s ok.” A determined entrepreneur, Alex gives real estate her all and she has completely embraced it.

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GEORGIA ROOTS

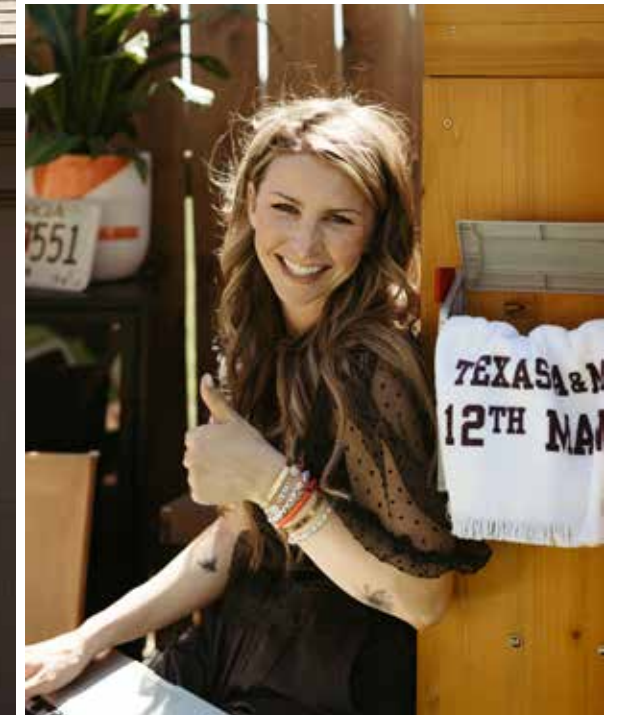
Originally from Alpharetta, Georgia, Alex landed in Aggieland after high school and

ALEX KUBACAK



I can honestly say that every day is different, and no day is the same, and I love that.

Any time someone tells me I can't do something, I want to do it more.



remind me of how simple life truly is. Melted pop-sicles in a blow-up pool, Taylor Swift playing in the background and a couple of wet dogs are the days I cherish the most.”

BALANCING IT ALL

How does Alex do it all as a mom of two and a bustling REALTOR®? “Instead of learning how to balance work and life, I have learned to mix it all together in the same bowl. My kids have learned to postage stamp letters, make their own lunch while brushing their teeth, and laugh while doing it,” she jokes.

Alex describes her life as organized chaos. This Type A perfectionist likes to be involved in whatever her kids are up to. Alex is also co-owner of a store called The Local Magpie that is full of treasures, Charger Corner Chair at Trinity School of Midland, and a sidekick to two contractors who keep her on her toes.

“I can honestly say that every day is different, and no day is the same, and I love that,” she shares.

FINAL THOUGHTS

Alex loves her profession and draws inspiration from her favorite artist, Taylor Swift, “Any time someone tells me I can't do something, I want to do it more.” She has paved her way in real estate, helping countless clients and many more to come.

then never left Texas. “I received my Bachelor's Degree in Business from Texas A&M University-Commerce, made a pit stop in Dallas, had a 2-year layover in Denver, CO and finally relocated to Midland, TX and have called it home since 2016.,” she says.

Home is where her heart is. As Alex explains, “I have a paper airplane tattoo to remind me that I can make a home and a life wherever my feet land me.” She has established family roots in the local area and is proud to call Midland home. Her authentic nature resonates with her clients, who appreciate that Alex is down-to-earth and is willing to get her hands dirty.

“I have 10 tiny tattoos. I drink way too much coffee. I have to-do lists that have to-do lists. I hate grocery shopping, but enjoy laundry and always love the chance for a good nap,” smiles Alex.

With her family still living in Georgia (although Alex begs them at least once a day to move to Midland), Alex has made a family here with her husband. Alex adds, “My two daughters are my greatest gift in life. One is all that I am, and the other is all that I strive to be. Two chocolate labs make my world colorful and



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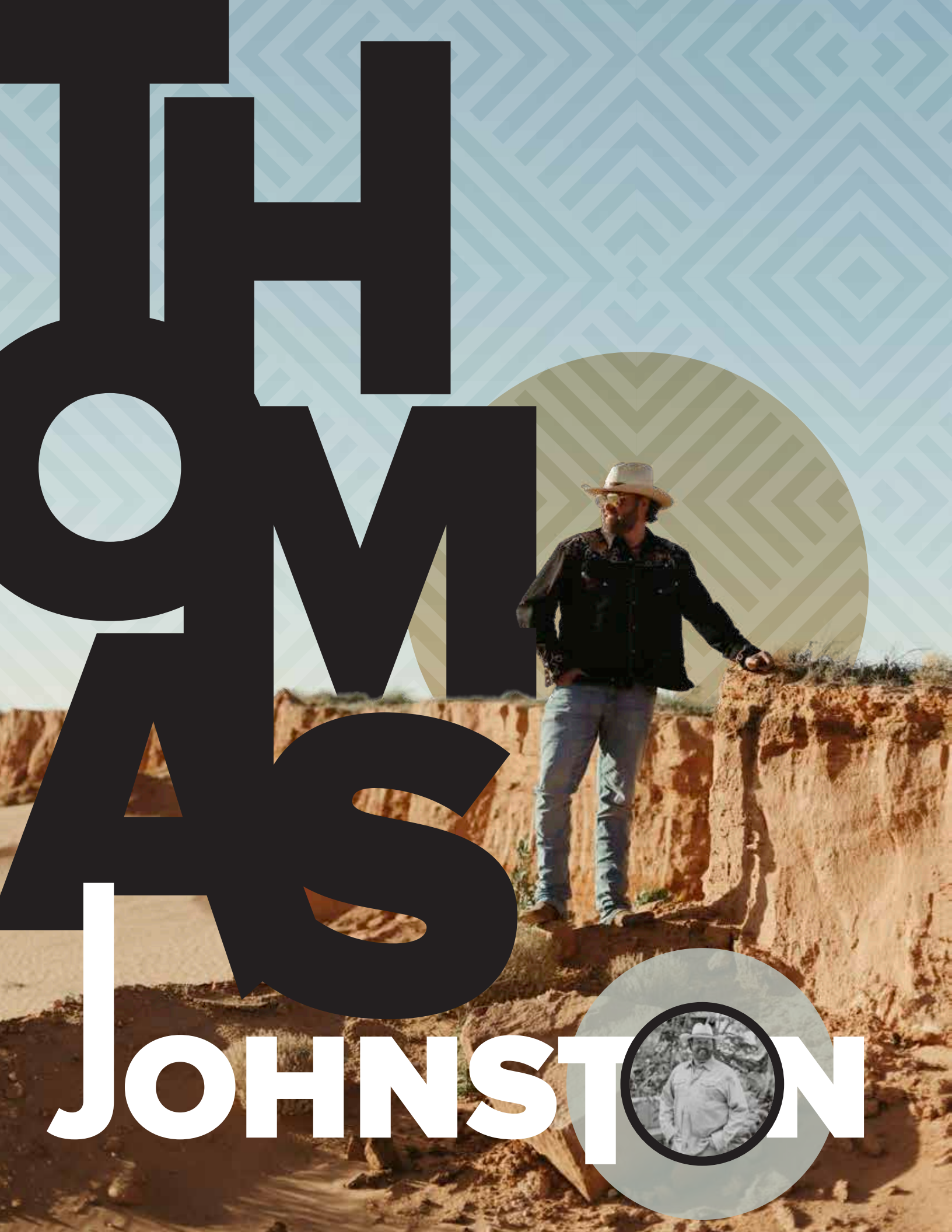
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THE REAL ESTATE RANCH OWNER/BROKER THOMAS JOHNSTON DOES NOT BELIEVE THAT NATURAL TALENT IS A PREREQUISITE FOR SUCCEEDING IN LIFE. HE IS CERTAIN, HOWEVER, THAT EVERYONE SEEKING SUCCESS MUST HAVE A STRONG AND UNWAVERING WORK ETHIC. HE SPEAKS FROM EXPERIENCE. THOMAS' ENDEAVORS — INCLUDING PLAYING HIGH SCHOOL FOOTBALL, HOSTING A RADIO SHOW AT 99.5 THE WOLF IN DALLAS, MANAGING BANDS AND DJ'ING IN LUBBOCK, EARNING HIS INSURANCE LICENSE, WORKING ODD JOBS TO MAKE ENDS MEET AND BECOMING ONE OF THE MOST TRUSTED NAMES IN REAL ESTATE — ARE MARKED BY REMARKABLE HUSTLE AND HEART.

A Dallas-Fort Worth native who graduated from Texas Tech with a communications degree, Thomas was working as a landman, leasing acreage from farmers and ranchers for wind farms, when he earned his real estate license in 2005. Transitioning from wind to real estate, he hit the ground running at Darrell McDonald REALTORS®. In 2007, armed with his broker's license, he launched The Real Estate Ranch and began teaching his agents how to work smart and think on their feet. "I lead by working hard," says Thomas, whose brokerage is now 35 associates strong.

Thomas also teaches networking, one of his superpowers. "My network is my net worth," he reveals. "It has rung true all my life. It's not the grades I make but the hands I shake." Still, he is an adept student who credits mastering Google Earth for launching his victories. "In 2005 and 2006, I taught myself to map properties in West Texas," he explains. "I would figure out where fence lines were, calculate GPS coordinates, determine what properties were worth, send my findings to land owners and take the properties to market." He then became skilled at CAD and started working with multiple developers. He was the best in town. "If you don't jump on something, someone else will," he asserts. Early in his career, Thomas also took every real estate course he could. "That board was like my church," he remarks. "When the door was open, I was in there taking a class. Making the time for classes translates into a quiver full of arrows for getting out there and hunting."

Today, as he leads the top commercial full-service brokerage in West Texas, Thomas casts a wide net, working in commercial/business, farm and ranch, land, land development, residential, new construction and property management. As he looks ahead, he sees himself continuing on his trusted path, developing his team and his amazing

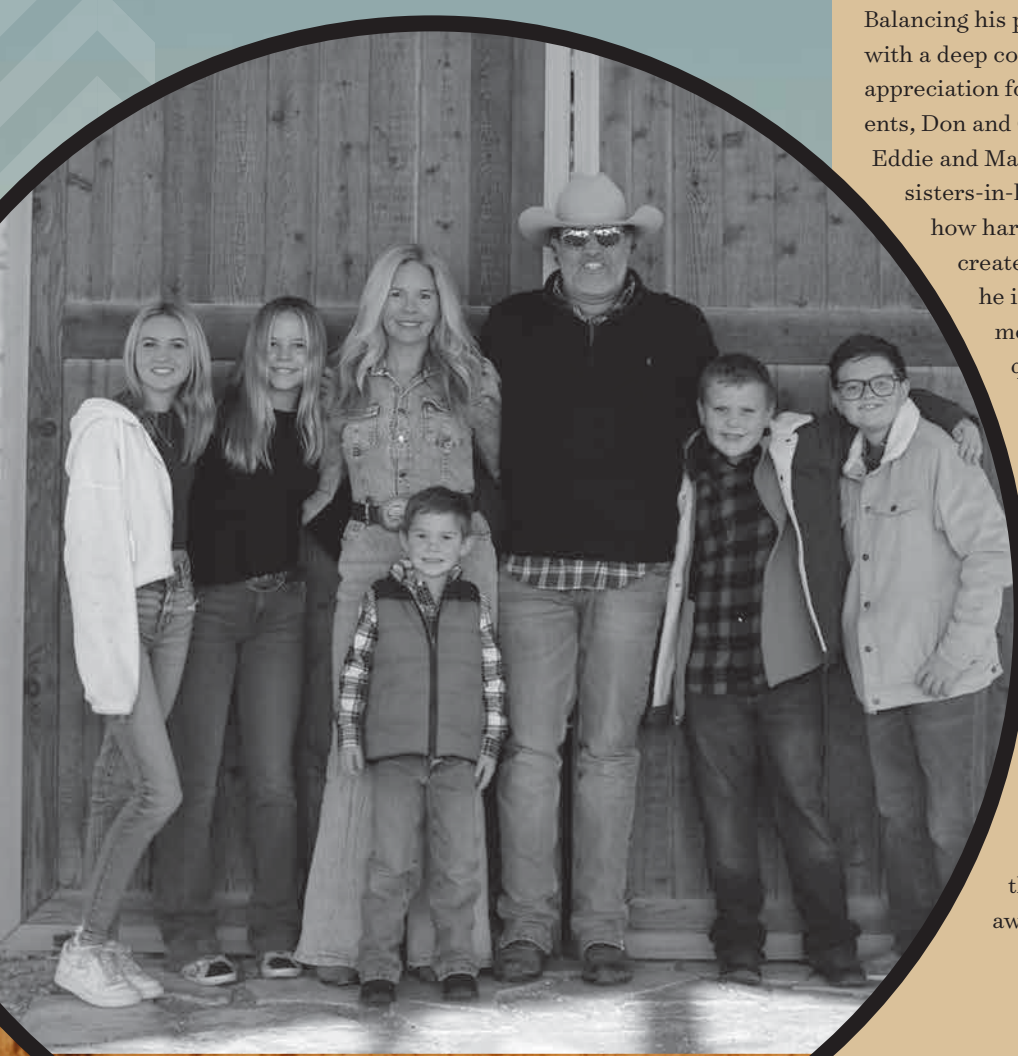
“
MY NETWORK
IS MY
NET WORTH
”

support staff of nine exceptional professionals, for whom he is most grateful. He will rack up additional accomplishments, win more awards and never stray from the tenets of his mission (to be the best brokerage in the West through diligence, education and going the extra mile for clients) and values (work hard, be honest and educate).

Hard work and hustle speak volumes. Thomas' sales numbers since January 2007 in Midland alone were MLS-ranked #4 with 448 closed transactions totaling \$850,397,253. The Real Estate Ranch closed 968 transactions totaling \$1,370,618,049 in the same period. Thomas shares the love with his family for supporting him in his real estate pursuits. "Family is very important to me," he remarks. "I couldn't have accomplished so much without my parents and my wife, and my in-laws are fantastic."

When he isn't immersed in real estate, driving roughly 60,000 miles across the state every year building relationships and serving clients, Thomas keeps busy making memories with his wife, Anna, and their two daughters (Addie B and Lynden) and three sons (Dub, Boone and Tristan) whose activities span barrel racing, pole bending, mutton bustin', goat tying, gymnastics, cheerleading, football, baseball and golf. When he is not serving as owner, broker or REALTOR®, Thomas happily embraces the title of stable boy.

Balancing his professional achievements with a deep commitment to family and appreciation for his supportive parents, Don and Carolyn; in-laws, Vic, Eddie and Marilyn; and brothers- and sisters-in-law, Thomas exemplifies how hard work and gratitude can create a fulfilling life. Whether he is closing a major commercial deal or spending quality time with his wife and children, he channels his passion and purpose. His diverse experiences have shaped him into a versatile and knowledgeable professional, enabling him to easily navigate the industry's complexities and set the standard for excellence in the real estate industry. His next move in real estate: "I plan to keep selling the dirt that doesn't blow away," he smiles.



“
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THE DIRT
THAT
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